



**MARCH 1-2-3, 1991**  
**NEW YORK PENTA HOTEL**

# Welcome

These pages contain the 1991 IBS National Convention program schedule. Sessions covering a wide variety of topics have been scheduled over the weekend, plus enough time to meet and talk more informally with people from other stations, as well as with industry professionals.

Here's how to get the most out of this convention:

- Read through this program schedule right now and circle all of the sessions that sound interesting to you.
- Assign people from your station to cover as many of your selected sessions as possible. If you don't have enough people, ask someone to tape it for you or arrange to get a copy from someone else who's taping it. Take notes at the sessions and compare them later.
- Be prepared for each session by listing questions you want answered before each session starts. Write down additional questions as they occur to you so they won't be forgotten.
- You can make a lot of important contacts at the convention and you'll want to stay in touch, so be sure and write down names, addresses and phone numbers, and exchange business cards.

By taking a little time to get organized now, you can make sure you get the most out of this convention weekend. Ask questions, make new friends, and have a good time.

*Please respect the personal rights of the  
other guests staying at the hotel.*



Box 592 • Vails Gate, NY 12584-0592  
Phone: 914 565-6710 • FAX: 914 561-6932

1991  
IBS National Convention



**Friday Afternoon - March 1, 1991**

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All meeting rooms are on the Mezzanine level (just above the main lobby) unless otherwise indicated. Check hotel map at the back of this booklet.

**12:00 Noon to 7:00 p.m.  
Registration & Exhibits  
*Mezzanine***

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The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits will also be open on Saturday to 6:00 p.m. A great place to meet people between sessions.

**12:00 Noon to 3:00 p.m.  
Station and Studio Tours  
*various area locations***

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A limited number of IBS convention attendees are invited to tour several New York City area broadcast facilities. To sign-up, go to the IBS Convention Information desk in the Mezzanine area where you registered. Space is limited with no more than 2 delegates from any one station on any one tour. It's up to you to provide transportation, usually by cab or subway, if not within walking distance. The tours fill-up fast, so sign-up early!

Friday Afternoon 1:30 - 2:50 p.m.

Registration & Exhibits  
Mezzanine

Professional Music Directors  
Cornell/Dartmouth Room (Ivy Suite) - Upstairs

Publishing a Station Program Guide  
Brown Room (Ivy Suite) - Upstairs

FCC Questions & Answers  
Washington Room / Mezzanine Level

Production Techniques: The Splice of Life  
Hartford Room / Mezzanine Level

Station Relations With Your College & Community  
Boston Room / Mezzanine Level

EBS: The Emergency Broadcast System  
Buffalo Room / Mezzanine Level

1:30 to 2:50 p.m.

Professional Music Directors  
Cornell/Dartmouth Room (Ivy Suite) - Upstairs

While many of us know what a college Music Director does, this session will give you some idea of what goes on at the professional station. Music Directors will talk about their roles in music selection, relationships with the record companies and with their Program Directors . . . and about where commercial radio is headed.

Lorraine Carous - Music Director, WNEW-FM, New York  
Kevin McCade - Music Director, WQHT - Hot 97, New York  
Matt Pinfield - Music Director, WHTG, Eatontown, NJ

1:30-2:50 p.m.

Publishing a Station Program Guide  
Brown Room (Ivy Suite) - Upstairs

An increasing number of school and college radio stations have seen a program guide as a promotional tool, revenue generator, and image builder for their station. This session will discuss approaches and problems associated with design, layout and publication of a program guide for your station.

Richard Beatty - Richard Beatty Designs, Middle Hope, NY;  
Designer, Journal of College Radio

Rich Koch - Supervisor, Type & Design Section, Graphic Support Services  
SUNY/Stony Brook

**1:30 to 2:50 p.m.**

**FCC Questions & Answers**

*Washington Room - Mezzanine Level*

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Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions. Judah Mansbach can provide an inspector's point of view.

*Allen Myers - Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC*

*Judah Mansbach - Inspector, FCC New York Field Office*

**1:30 to 2:50 p.m.**

**Production Techniques: The Splice of Life**

*Hartford Room - Mezzanine Level*

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Production is more than just being able to talk and run a studio console at the same time. Make the most of your work at your station. Studio production techniques and the planning, writing, and interviewing aspects will be explored.

*Alan R. Peterson - Production/Creative Director, WLAD/WDAQ, Danbury, CT*

*Richard Frohlich - Chief Engineer, WXCJ, Western Conn State University*

**1:30 to 2:50 p.m.**

**Station Relations With Your School & Community**

*Boston Room - Mezzanine Level*

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Your station license carries with it the obligation to serve your community. And, in all probability, your school or college is the licensee of your station. So, whether you (or they) like it or not, they are ultimately responsible for its operation and programming. How much do they understand of what you're doing? What lines of communications exist between the station, the school or college administrators or trustees and the community you're licensed to serve? Would they support the station if problems came up? Or would they be tempted to replace an "alternative" student-station with a professionally-staffed "public" station? How can you create understanding and support *before* a crisis?

*Alexandra McCarty - Ass't Gen. Mgr., WPBX, LIU, Southampton; IBS Bd of Directors*

*Cliff Furnald - Community Volunteer, Music Writer, WPKN Univ of Bridgeport*

*Dr. Gary Christiansen - Faculty Advisor, WFSE-FM, Edinboro University of PA*

*Susan Risoli - Assistant News Director, SUNY/Stony Brook, NY*

*Peter Shapiro - Media Services Specialist, Chicago State University*

*Moderator:*

*John Murphy - General Mgr, WHUS-FM, Univ of Connecticut; IBS Board of Directors*

**1:30 to 2:50 p.m.**

**EBS: The Emergency Broadcast System**

**Buffalo Room - Mezzanine Level**

EBS means a lot more than weekly test announcements. The system has been used for warnings of natural disasters, severe weather, etc. in addition to its more well-known role in national defense. EBS requirements still puzzle a lot of station people, however. This session will try to clear up the requirements, discuss the concept of participating and non-participating stations, the differences for 10-watt stations, etc. Tom and Andy are among the most knowledgeable people in the country on the subject and can clear up any questions you may have.

**Tom Gibson – Chief Engineer, WYFC-FM, York College of PA, IBS Engineering Staff**

**Friday Afternoon - 3:00 - 4:20 p.m.**

**Registration & Exhibits**

*Mezzanine*

**Professional Program Directors**

*Cornell/Dartmouth Room (Ivy Suite) – Upstairs*

**Breaking Down Musical Barriers**

*Brown Room (Ivy Suite) – Upstairs*

**Job Search Strategies**

*Washington Room - Mezzanine Level*

**Station Training Programs**

*Hartford Room - Mezzanine Level*

**Publishing a Program Guide**

*Boston Room - Mezzanine Level*

**Radio News: Building the Basics**

*Buffalo Room - Mezzanine Level*

**Equipment Purchasing Decisions**

*St. Louis Room - Mezzanine Level*

**3:00 - 4:20 p.m.**

**Professional Program Directors**

*Cornell/Dartmouth Room (Ivy Suite) – Upstairs*

A discussion featuring professional programmers ... about programming a station, facing the realities of a competitive market, strategies and techniques.

**Mark Chernoff – Program Director, WXRK – K-Rock, New York**

**Dave Logan - Program Director, WNEW-FM, New York, NY**

**Mike Butcher - Program Director, WHTG, Eatontown, NJ**

**Moderator:**

**Thom O'hair – ICHI\*BON\*ICHI Media Imagineering; IBS Board of Directors**

**Friday Afternoon 4:30 – 6:00 p.m.**

**Audition Tapes**

*Cornell/Dartmouth Room - (Ivy Suite) - Upstairs*

**Jazz Programming**

*Brown Room - (Ivy Suite) - Upstairs*

**Conception and Creativity:**

**How to Write for Radio Production**

*Washington Room - Mezzanine Level*

**Producing a Station CD**

*Hartford Room - Mezzanine Level*

**Station Budgets and Finances**

*Boston Room - Mezzanine Level*

**Using Networks & Wire Services**

*Buffalo Room - Mezzanine*

**Designing or Redesigning Your Station's Audio Chain**

*St. Louis Room - Mezzanine*

**4:30 to 6:00 p.m.**

**Audition Tapes    Cornell/Dartmouth Room - (Ivy Suite) - Upstairs**

Getting your first job in radio can often depend on luck, contacts and having an effective demo tape. This session will cover the basics of audition tapes and, along with discussion of both good and bad examples.

Bill Quinn - *On-Air Personality, WNEW-AM, NY; Freelance Voiceover*

Lauri Deutsch - *On-Air Personality, WKSZ (Kiss 100), Philadelphia*

Alan R. Peterson - *Production/Creative Director, WLAD/WDAQ, Danbury, CT*

**4:30 to 6:00 p.m.**

**Jazz Programming    Brown Room - (Ivy Suite) - Upstairs**

College radio has a long tradition of broadcasting Jazz. Commercial stations are again playing the music. Yet, one of America's original art forms still does not get the recognition it deserves. This session covers the topic from a number of different directions including, record companies, DJ's and management. Our goal is to help you to strengthen your Jazz programming.

Wilson Lindsey - *CTI Records*

Jim Beard - *Jazz Musician*

Don Lucoff - *DL Media*

Michel Camilo - *Jazz Musician*

Chuck Obuchowski - *Jazz Programmer, WHUS, University of Connecticut*

Julius Lokin - *New Audiences*

Moderator: Jimmy Condon - *Jazz Programmer, WSIA, College of Staten Island*

**4:30 to 6:00 p.m.**

**Conception and Creativity:**

**How to Write for Radio Production**

**Washington Room - Mezzanine Level**

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It may look good on paper, but will it sound great? Find out how to get ideas for commercial and noncommercial ads and promos. Get tips on how to write coherently and how to add the words to make a memorable message that also moves people.

Hank Rosenfeld - *Radio Writer*

Roger Ayelward - *Sales/Copywriter WLAD/WDAQ, Danbury, CT*

**4:30 to 6:00 p.m.**

**Producing a Station CD**

**Hartford Room - Mezzanine**

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Many college stations are part of a larger music community. Some just play local music, while other stations have immortalized unsigned bands onto CD. Hear how your station can promote itself and local music from stations and other not-for-profit organizations that have produced their own CD's.

Mike Silva - *Exec Producer, "Fresh Kills", Prog Dir, WSIA, College of Staten Island, NY*

Tom Taffe - *Chairperson, Staten Island Rock Coalition*

Roy Henshaw - *MBT Records/WNYU, New York University*

Frank Museum - *Brooklyn Beat*

Al Cohen - *Discovery Systems - Milburn, NJ*

TBA - *WRTC, Trinity College, Hartford, CT*

**4:30 to 6:00 p.m.**

**Station Budgets & Finances**

**Boston Room - Mezzanine Level**

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There's more to station budgets than simply finding money to spend, although that's certainly quite important in itself. But, you've also got to plan and keep track of its spending. If all of this sounds easy, you're probably either doing it wrong, or you've been to this session at a previous IBS National Convention.

Helen Isip - *Business Dir, WUSB, SUNY/Stony Brook*

Will Robodee - *Chief Operator, WFNP/WRNP SUNY/New Paltz*

*Moderator:*

John Murphy - *General Manager, WHUS, Univ of Conn; IBS Board of Directors*

**4:30 to 6:00 p.m.**

**Using Networks and Wire Services**

*Buffalo Room - Mezzanine Level*

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Supplementing your local coverage with a national and international perspective, this panel explains the wealth of news resources available from the wire services and radio networks. What are the latest offerings from the nets beyond their packaged newscast feeds? How can your station feed stories to the wires and nets? And, how do you become a network affiliate if you don't have a satellite dish?

*Jim Hood - President, ZapNews, Fairfax, VA*

*Bill Stoller - Correspondent, ABC Radio News, New York*

*Marcella Hamilton - News Director, WFSE-FM, Edinboro University of PA*

**4:30 to 6:00 p.m.**

**Designing or Redesigning Your Station's Audio Chain**

*St. Louis Room - Mezzanine Level*

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The quality of your station's audio is important in keeping your listeners. This panel will look at what to do and not to do when designing or redesigning your audio chain or distribution system.

*John Tiedeck - Applications Engineering Manager, LPB, Inc.*

*John Benedetto - Broadcast Technician, WHUS, Univ of Connecticut, Storrs*

*Frank Burgert - Ass't Chief Engr, WLTW; Chief Engr, WUSB, SUNY/Stony Brook*

*Bill Franklin - Fidelipac Corp., Moorestown, NJ*

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**Friday Evening, March 1, 1991**

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**6:00 - 6:30 p.m.**

**Informal Networking Meetings**

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To introduce people from different stations, but of similar interests, we're reserving a number of rooms for informal networking – a chance to identify others with whom you'd like to talk during the weekend. Right now, these will be just brief meetings lasting about a half-hour. Later on and tomorrow night, you can get together on your own, using these rooms as a meeting place.

Program Directors

*Cornell/Dartmouth Room (Ivy Suite) Upstairs*

Music Directors

*Brown Room (Ivy Suite) Upstairs*

Station Managers

*Washington Room - Mezzanine Level*

Promotions Directors

*Hartford Room - Mezzanine Level*

Station Professionals

*Boston Room - Mezzanine Level*

News & Sports

*Buffalo Room - Mezzanine Level*

Engineering & Technical

*St. Louis Room - Mezzanine Level*

**6:30 - 7:30 p.m.**  
**Dinner Break - On Your Own**

There are a number of restaurants in the New York Penta and even more within a few blocks walking distance of the hotel. You can find virtually any kind of food, in any kind of price range from informal and (relatively) inexpensive (fast food and deli) to formal and quite expensive. You might check some suggestions in the information you received in your registration kit. Sessions resume again at 7:30.

**Friday Evening 7:30 - 9:00 p.m.**

**Radio & Record Company Relations**  
*Cornell/Dartmouth Room - (Ivy Suite) - Upstairs*

**Careers in Broadcasting**  
*Brown Room - (Ivy Suite) - Upstairs*

**Copywriting: A Workshop**  
*Washington Room - Mezzanine Level*

**The Future of Radio**  
*Hartford Room - Mezzanine Level*

**Using CD Players - Digital Audio Broadcasting**  
*Boston Room - Mezzanine Level*

**Station Survival Issues: A Professional Panel**  
*Buffalo Room - Mezzanine Level*

**High School Radio Open House**  
*St. Louis Room - Mezzanine Level*

**7:30 to 9:00 p.m.**

**Radio & Record Company Relations**  
*Cornell/Dartmouth Room (Ivy Suite) - Upstairs*

Help to get the tools to form a productive relationship between your station and record companies. Panelists will give their perspectives on what they expect in this relationship and tips on how things can be improved.

Jim McNeil - *RCA Records*

Scott Campbell - *Nebula Records*

Jimmy Dickson - *Reprise Records*

Glenn Booth - *Island Records*

Karen Lee Kahn - *The Bodega Group*

**7:30 to 9:00 p.m.**

**Copywriting: A Workshop**  
*Washington Room - Mezzanine Level*

This session will have participants writing broadcast copy and working on ways to enhance group creativity from the staff at your station. If you want to be a better copywriter, promotion/publicity or production director, this panel may be what you're looking for.

Alan R. Peterson - *Production/Creative Director, WLAD/WDAQ, Danbury, CT*

**7:30 to 9:00 p.m.**

**Careers in Broadcasting**

*Brown Room - (Ivy Suite) - Upstairs*

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Whether you want to be an air personality or behind the scenes, competition is likely to be tough but those who plan ahead could have an edge. It all starts in college radio.

Maurice Patton - "Michael Knight" - *Air Personality, WKSS, Hartford, CT*

Gary Dell'Abate - *Producer, Howard Stern Show - WXRK (K-Rock), New York*

Big John Bina - *Air Personality, 92PRO-FM, Providence, RI*

Will Robodee - *Chief Operator, WFNP/WRNP, SUNY at New Paltz*

Joe DeSantis - *Graduate Assistant, WFSE-FM, Edinboro University of PA*

**7:30 to 9:00 p.m.**

**The Future of Radio**

*Hartford Room - Mezzanine Level*

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Radio as we now know it is in for major changes in the future. New methods of delivering programming to listeners will bypass local stations. Digital audio broadcasting promises CD quality, improved coverage at lower power, while it makes present radio receivers obsolete. Remember what FM did to AM? This time, the changes will be greater and faster to happen. Where is it all going, and what will it mean for your station?

Julian Breen - *Vice President/Radio Programming, Greater Media, Inc.*

Bob Dunphy - *Program Director, WNSR, New York*

Bob Henabery - *President, Bob Henabery Associates, New York*

Ted Bonnitt - *On-Air Personality, WRNW, WPIX, producer - Mutual Radio Network, CNN; President 7th Planet Productions*

*Moderator:*

Thom O'hair - *ICHI\*BON\*ICHI Media Imaginateering; IBS Board of Directors*

**7:30 to 9:00 p.m.**

**Using CD Players – Digital Audio Broadcasting**

*Boston Room - Mezzanine Level*

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This is a split session – actually 2 sessions in one. During the part 1, we'll talk about using CD players in your studio, selection and performance criteria, operations maintenance and features. In the part 2, we'll talk about the coming digital audio broadcasting technology that will bring CD quality to radio broadcasting. We'll hear examples of DAB vs. conventional FM quality and take a look at what's ahead.

Laura Tyson - *Sales Manager, Broadcast Products, Denon America, Inc.*

Greg Adamo - *General Mgr, WSIA, College of Staten Island, IBS Board of Directors*

Chris Tobin - *Chief Engr., Telecom Mgr., WSKQ AM&FM, New York*

## *Friday Evening continued*

**7:30 to 9:00 p.m.**

### **Station Survival Issues: A Professional Panel**

**Buffalo Room - Mezzanine Level**

What do you do when your licensee cuts off your station's funding with little or no advance notice? What if other broadcasters in your region file FCC petitions or applications that have a direct impact on your license, power or coverage? These are recent and very real examples of serious conflicts among stations that test the relationships between professional managers, student and volunteer staffs, and station listeners. What do you do when it hits the fan? What do you do before it hits the fan?

John Murphy - Gen Mgr, WHUS University of Connecticut, IBS Board of Directors

Greg Adamo - Gen Mgr, WSIA, College of Staten Island; IBS Board of Directors

Norman Prussin - GM, WUSB-FM; Instructor, Theatre Dept, SUNY/Stony Brook, NY

*Chairman, IBS*

Harry Minot - General Manager, WPKN-FM, University of Bridgeport, CT

**7:30 to 9:00 p.m.**

### **High School Radio Open House**

**St. Louis Room - Mezzanine Level**

A special session for high school students and their advisors to meet with each other and to make plans to talk over the weekend. Be prepared to "show and tell" about your station. A chance to raise questions about high school radio which can be discussed throughout the weekend.

Lauri Deutsch - General Manager, WHHS, Haverford High School, Havertown, PA

Eric Britton - Station Supervisor, WKWZ, Syosset Community Radio, Syosset, NY

## **Friday Evening - after 9:00 p.m.**

We've included some information on clubs and other entertainment going on in New York in your registration kit. But, also check the listings in the New York newspapers, especially the *Village Voice*.

Some activities may be planned at the last minute. Check the exhibit area on the Mezzanine level. We'll also have any updated information posted on WIBS - the IBS National Convention channel 8 on your hotel TV set. Tune-in also for segments produced by stations from throughout the country and all kinds of video put together by Thom O'hair.

Although you may not be thinking about it right now ... sessions begin at 9:00 a.m. tomorrow morning with sessions for Program Directors, Station Managers, sales, careers, black music, faculty advisors, news, and carrier current engineering. You might want to get together with people from your station tonight, look over the schedule, and decide who'll go to which sessions tomorrow. Of course, you could always get up early and do it then. Right.

**Saturday Morning - 9:00 – 10:20 a.m.**

**Exhibits & Registration**

*Mezzanine*

**College Station Program Directors Forum**

*Cornell/Dartmouth Room - (Ivy Suite) - Upstairs*

**College Station Managers Forum**

*Brown Room - (Ivy Suite) - Upstairs*

**Choosing a Career Outside Broadcasting**

*East Room - Ballroom Level - Upstairs*

**Formatting & Programming Black Music**

*West Room - Ballroom Level - Upstairs*

**The Role of Faculty Advisors**

*Washington Room - Mezzanine Level*

**Local News: Writing and Delivery**

*Hartford Room - Mezzanine Level*

**Basic Carrier-Current Applications**

*Boston Room - Mezzanine Level*

**9:00 a.m. to 6:00 p.m.**

**Exhibits & Registration - Mezzanine**

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The place to pick-up your convention program, badges, etc. Then, visit exhibits by equipment suppliers, technical consultants, program syndicators, record companies, and more. Exhibits are open to 6:00 p.m. A great place to meet between sessions, during the lunch break, etc.

**9:00 to 10:20 a.m.**

**College Radio Program Directors Forum**

*Cornell/Dartmouth Room - (Ivy Suite) - Upstairs*

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A forum for the exchange of information and ideas. Among topics likely to be discussed are whether to format, what to format, how to format, selection of music, selection of air people, working with the Music Director and more.

Maurice Patton - "Michael Knight" - Air Personality, WKSS, Hartford, CT

Steven Thornton - Program Director, WUSB, SUNY/Stony Brook

Alan Kalla - Program Director, WFSE-FM, Ediboro University of PA

*Moderator:*

Thom O' hair - ICHI\*BON\*ICHI Media Imagineering; IBS Board of Directors

## *Saturday Morning continued*

9:00 a.m. to 10:20 a.m.

Station Managers Forum

Brown Room - (Ivy Suite) - Upstairs

Student Station Managers have a unique first-hand understanding of the problems of managing a student-staffed stations. In this session, managers from a number of stations share their experiences, ideas, problems and possible solutions, as they may relate to your own situation. There'll be an opportunity to discuss your station's problems as well.

Brian Albright - Operations Manager, WHUS, University of Connecticut, Storrs

Randy Hurley - Station Manager, WFSE-FM, Edinboro University of Pennsylvania

Bill Walton - Station Manager, WVYC-FM, York College of Pennsylvania

Debbie Donais - Station Manager, WXC1, Western Connecticut State University

*Moderator:*

Greg Adamo - GenMgr, WSIA, College of Staten Island; IBS Board of Directors

9:00 to 10:20 a.m.

Choosing a Career Outside Broadcasting

East Room - Ballroom Level - Upstairs

The options open for careers in communications extend well beyond the broadcast industry itself. This session will explore and discuss some of these career alternatives, particularly in light of developing technology and the changing regulatory climate.

Rick Askoff - Attorney, National Exchange Carrier Association

Frank Owen - Journalist - SPIN Magazine

Dianne Snyder - Sales Coordinator, CMJ Magazine

Dina Gabriel - Assoc. Dir of Public Affairs, St. Vincent's Hospital & Medical Center

Janet Nepkie - President, Music & Entertainment Industry Education Association

9:00 a.m. to 10:20 a.m.

Formatting and Programming Black Music

West Room - Ballroom Level - Upstairs

Free form discussion dealing with the problems of formatting black and urban music on college radio stations and some proposed solutions. Also, networking with other stations programming Black Music, including Rap, House and Jazz.

Panelists to be announced

*Moderator:* Chris Washington - General Manager, WHBC, Howard University

## *Saturday Morning continued*

**9:00 to 10:20 a.m.**

### **The Role of Faculty Advisors**

*Washington Room - Mezzanine Level*

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Advisors walk a very thin line between what may be opposing viewpoints of administrators and students. A good Faculty Advisor can be an important asset to any school or college radio station. On the other hand, many students would like to see as little of a Faculty Advisor as possible. We'll discuss what role an advisor should play in serving the station, the students, and the institution.

Dr. Gary Christiansen - *Faculty Advisor, WFSE-FM, Edinboro University of PA*

Chuck Platt - *Faculty Advisor, WGCC-FM, Genesee Community College, Batavia, NY*

**9:00 to 10:20 a.m.**

### **Local News: Writing and Delivery**

*Hartford Room - Mezzanine Level*

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How do you cover news in your community? And, how does it get written and delivered on-air? Do you use locally-gathered sound in your newscasts, and if so, how does it fit with your news copy? Who reads your newscasts...the person who writes them, or an announcer? How do you motivate your local news staff? Do they get academic credit for their work? The answers to these questions and many others await you from this important panel.

Joe DeSantis - *Graduate Assistant, WFSE-FM, Edinboro University of Pennsylvania*

Marjorie White - *Information Program Director, WHUS, University of Connecticut*

*Moderator:*

Jim Cameron - *President, Cameron Communications; IBS Board of Directors*

**9:00 to 10:20 a.m.**

### **Basic Carrier Current Principles**

*Boston Room - Mezzanine Level*

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What is carrier-current and how does it work? How to estimate coverage and how to decide what equipment you need to provide the coverage you want. Included will be a discussion of the FCC approval of the IBS-LPB-LocRad-Burden Associates Joint Petition for Reconsideration which has made carrier current rules more flexible.

Richard Crompton - *Consultant, LPB, Inc.*

John Tiedeck - *Applications Engineering Manager, LPB, Inc.*

Saturday 10:30 – 11:30 a.m.

*Featured Panel:  
Radio During Wartime  
Georgian Ballroom - Upstairs*

From the first moments of the war, radio stations and networks have been key to the dissemination of gulf crisis information. This panel will focus on ways college stations have integrated war coverage into their schedules and ways stations have served as resource centers for their campus and local community.

Norman Prusslin - GM, WUSB; Instructor, Theatre Dept, SUNY/Stony Brook,  
*Chairman, IBS*

Emanuel Goldstein - Air Personality, WBAI, New York

Thom O'hair - ICHI\*BON\*ICHI Media Imagineering; IBS Board of Directors

Jim Cameron - President, Cameron Communications

John Vernile - Ass't Gen Mgr, WYBE-TV, Philadelphia; IBS Board of Directors

Donna Penyak - Reporter, CBS News, Radio

Harry Minot - General Manager, WPKN, University of Bridgeport

Ted Bonnitt - On-Air Personality, WRNW, WPIX, producer - Mutual Radio Network, CNN; President 7th Planet Productions

**Breakout Sessions – 11:30 am to 12:30 pm:**

**Music - Cornell/Dartmouth Room (Ivy Suite) - Upstairs**

**News - Brown Room (Ivy Suite) - Upstairs**

**Promotion - East Room - Ballroom Level - Upstairs**

**Community Service - West Room - Ballroom Level - Upstairs**

**10:30 a.m. to 12 Noon**

**Sports Broadcasting**

*Washington Room - Mezzanine Level*

Sports broadcasts can generate great interest, (and often financial support), for school and college stations and provide valuable experience as well. Our stations are carrying everything from women's volleyball to major college football. This session will discuss planning and programming sports broadcasts, including some of the most common mistakes and how to avoid them.

Warren Kozireski - General Manager., WBSU, SUNY/Brockport, New York

Mark Lewandowski - Sports Director, WFSE-FM, Edinboro University of PA

**10:30 a.m. to 12 Noon**  
**Advertising Sales**  
**Hartford Room - Mezzanine Level**

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Revenue generated from the sale of advertising time will become more important for carrier-current and cable stations as budgets become tighter and expenses get higher. Even noncommercial stations can now sell time to non-profit organizations (other than political parties). In this basic session, we'll talk about setting up a sales department, getting the forms, contracts, affidavits, etc., together; selling to local, regional and national accounts; tips on presentations, copywriting, account service and more.

*Glenn Lucas - General Sales Manager, WDRC AM&FM, Hartford, CT  
Susan Davidson - Sales Dept., WOR-AM*

**10:30 a.m. to 12 Noon**  
**Practical Carrier-Current Applications**  
**Boston Room - Mezzanine Level**

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It may work on paper, but will it work in reality? How to put a carrier-current system to work for your station. Where it can work well, and where it may not be what you need.

*Richard Crompton - Consultant, LPB, Inc.  
John Tiedeck - Applications Engineering Manager, LPB, Inc.*

**10:30 a.m. to 12 Noon**  
**FM Engineering Workshop:**  
**ANSI RF Radiation - New FM's - Power Increases**  
**Buffalo Room - Mezzanine Level**

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The new ANSI RF radiation limitations affect all new and existing FM stations. Whether you seek a new construction permit or license renewal, you'll have to deal with this issue. We'll explore, in practical terms, what this means for your station and try to answer your questions about FM engineering.

*Charles Hecht - Charles A. Hecht & Associates, Pittstown, NJ  
Chris Tobin - Chief Engineer, Telecommunications Mgr., WSKQ AM&FM, New York*



Saturday Afternoon

12 Noon

Atlantic Recording Artists  
**King Missile**  
Apocalyptic Pop

Exhibit Area - Mezzanine

12 Noon to 1:30 p.m.

Lunch Break - On Your Own

Just enough time to find a place for lunch in the hotel or nearby. You might want to check the list included with the information you received at registration. There are plenty of restaurants within a few blocks of the hotel. Remember, regular sessions resume at 1:30 p.m., so be back by then.

Saturday 1:30 to 2:50 p.m.

Record Company Forum

*Georgian Ballroom - Upstairs*

Fundraising: Underwriting & Radiothons

*East Room - Ballroom Level - Upstairs*

College Radio & Public Radio Expansion

*East Room - Ballroom Level - Upstairs*

FCC Questions & Answers

*Washington Room - Mezzanine Level*

Resumé Workshop

*Hartford Room - Mezzanine Level*

Cable Radio

*Boston Room - Mezzanine Level*

Using Microcomputers at your Station

*Buffalo Room - Mezzanine Level*

**1:30 to 2:50 p.m.**

**The Record Company Forum - Georgian Ballroom - Upstairs**

Traditionally, one of the convention's most popular sessions. Reps from record companies voice their perspective on station service, feedback, playlists, promotions, etc. Also, information on college radio's expanding role in the music business, including reporting to music licensing firms. Not the place to discuss individual station service problems, so make questions/comments applicable to school/college stations as a whole, or to maybe one type of station, for example, cable FM. Remember, some of the record company reps will be available during the weekend between sessions, on the exhibit floor or elsewhere at the convention.

*Moderator:*

*Norman Prusslin - General Manager, WUSB-FM, SUNY/Stony Brook, NY;  
Instructor, Theatre Arts Department; Chairman of the Board, IBS*

Jim McNeil - RCA Records  
Glenn Booth - Island Records  
Scott Campbell - Nebula Records  
Jimmy Dickson - Reprise Records  
Tod Elmore - Atlantic Records  
Joe Viglione - Mentor Music Group

*The list of participants shown above reflects only those confirmed when this schedule was printed and is subject to probable last-minute additions and other changes.*

**1:30 to 2:50 p.m.**

**Fundraising: Underwriting and Radiothons**

*East Room - Ballroom Level - Upstairs*

Each year, stations express an increasing interest in methods of generating funds from external sources to supplement funds received from student government or elsewhere within the school or college. Liberalization of FCC rules has heightened interest still further. This panel will discuss some methods which have already proven successful and might be adapted to your situation. Also, some potential problems will be mentioned to help you avoid mistakes.

*Moderator: Steven Schaffer - Attorney, Schwartz, Woods and Miller, Washington, DC  
IBS Board of Directors*

*Susan Davidson - Radiothon Director, WUSB, SUNY/Stony Brook; Sales Dept WOR  
Don Lukenbill - Director of Public Information, American Red Cross, Suffolk County  
Laura Clifton - Development Director, WHUS, University of Connecticut*

**1:30 to 2:50 p.m.**

**Resumé Workshop - Hartford Room - Mezzanine Level**

An effective resume serves to summarize who and what you are to a potential employer. In this informal, personalized and practical workshop, we'll take a look at the specifics involved - what to include and what to forget, length, style, format, and more.

*Mike Teer - Ass't Director, Personnel Data Mgmt, Temple University; IBS Convocation Staff  
Dina Gabriel - Assoc Dir of Public Affairs, St. Vincent's Hospital & Medical Center*

## *Saturday Afternoon continued*

**1:30 - 2:50 p.m.**

**College Radio and the Expansion of Public Radio**

**West Room - Ballroom Level - Upstairs**

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Will the 1990's be when the spirit of "family" is finally realized within college, community and public radio? The Public Radio Expansion Task Force was convened to develop new ways for the public radio system to reach larger and more diverse audiences. An historic opportunity has been created for college radio to participate in this process – and become partners in the production and distribution of national programs. With NTIA assistance, satellite downlinks may soon become affordable for many college and community stations. What are the risks and benefits of these new opportunities to stations? What are our responsibilities to our listeners and the public?

*John Vernile - Associate Manager, WYBE-TV Philadelphia; IBS Board of Directors  
Karin Lee Norton, MSW - Public Affairs Director, WHUS, University of Connecticut  
Alexandra McCarty - Ass't Gen Mgr, WPBX, LIU/Southampton; IBS Bd of Directors  
Moderator: John Murphy - GM, WHUS, University of CT; IBS Board of Directors*

**1:30 a.m. to 2:50 p.m.**

**FCC Questions & Answers**

**Washington Room - Mezzanine Level**

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Because of their complexity and almost constant change, the FCC rules and regulations applicable to noncommercial FM stations are an area of continuing confusion for many stations. In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

*Allen Myers - Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC*

**1:30 to 2:50 p.m.**

**Cable Radio**

**Boston Room - Mezzanine Level**

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Cable radio can be audio on a video channel, or cable FM (CAF). What are the advantages and disadvantages of cable radio, how can you start a new cable station or add cable to your existing facilities? Practical and technical information and a discussion of special problems among existing cable stations.

*Tom Gibson - Chief Engineer, WVYC-FM, York College of PA; IBS Engineering Staff*

*John Tiedeck - Applications Engineering Manager, LPB, Inc.*

1:30 to 2:50 p.m.

### Using Microcomputers at Your Station

*Buffalo Room - Mezzanine Level*

Technological breakthroughs, higher volume, and low-cost compatibles have put the personal computer within the budget range of many school and college radio stations. Their uses include everything from cataloging your record library, doing your logs, donor solicitation and tracking, and routine letter-writing, creation of promotional literature, program guides, etc. Outside companies provide access to electronic mail, large informational databases, including those specializing in news/journalism, music, technical, and a whole range of goods and services. This session takes a look at typical station applications for computers and provides some practical information on how to put them to use for you. A chance to share ideas, programs, and applications.

*Jeff Tellis - President, IBS*

*Jim Cameron - SysOp, JFORUM, The Journalism Forum, CompuServe;  
President, Cameron Communications; member, IBS Board of Directors*

*Marcella Hamilton - News Director, WFSE-FM, Edinboro University of PA*

Saturday 3:00 to 4:20 p.m.

#### On-Air Personalities

*Georgian Ballroom - Upstairs*

#### Internships

*Cornell/Dartmouth Room (Ivy Suite) - Upstairs*

#### Women in Communications

*Brown Room (Ivy Suite) - Upstairs*

#### College Music Directors

*East Room - Ballroom Level - Upstairs*

#### Broadcast Indecency Issues

*West Room - Ballroom Level - Upstairs*

#### Careers in Radio News: Is There a Future?

*Washington Room - Mezzanine Level*

#### New Folk Music: Can it Co-Exist with Old Folk Music?

*Hartford Room - Mezzanine Level*

#### Long Form Program Production

*Boston Room - Mezzanine Level*

#### Remote Broadcasting

*Buffalo Room - Mezzanine Level*

## *Saturday Afternoon continued*

**3:00 to 4:20 p.m.**

### **On-Air Personalities**

#### **Georgian Ballroom - Upstairs**

On-air personalities are alive and well. With many radio and video outlets playing similar music, the differences are more often becoming found in the air personalities. Rather than simply trying to blend-in and take second place to the music, they are each distinctive performers attracting listeners on their own. It's not as easy as they make it sound and not everyone can do it successfully. Our panel of professionals share their experiences, opinions and ideas with you.

Meg Griffin - *On-Air Personality, WXRK (K-Rock), New York*

Stephen Capen - *On-Air Personality*

Gary Dell'Abate - *Producer, Howard Stern Show, WXRK (K-Rock), New York*

Lauri Deutsch - *On-Air Personality, WKSZ (Kiss 100), Philadelphia*

Emanuel Goldstein - *On-Air Personality, WBAI, New York*

Champaine - *On-Air Personality, WBLS (FM) New York*

*Moderator:*

Thom O'hair - *ICHI\*BON\*ICHI Media Imagineering; IBS Board of Directors*

**3:00 to 4:20 p.m.**

### **Internships**

#### **Cornell/Dartmouth Room - (Ivy Suite) - Upstairs**

Internships can be a first step for a career in broadcasting. The best internship can give you confidence, contacts, and experience. This session will outline what to look for when arranging an internship so both the student and the station or company benefit. Get some tips on approaching broadcasters, and working with your faculty advisor to find an internship that suits your interests.

Big John Bina - *Air Personality, 92PRO-FM, Providence, RI*

Dawn Curcio - *Intern, WNEW, New York*

Brian Albright - *Operations Manager, WHUS, University of Connecticut, Storrs*

Susan Risoli - *Assistant News Director, SUNY/Stony Brook, NY*

**3:00 to 4:20 p.m.**

### **Women in Communications**

#### **Brown Room - (Ivy Suite) - Upstairs**

Is being a woman today an advantage or disadvantage? What's the difference between sexy and sexist? Hear a variety of opinions and share your ideas with females in the communications field.

Debbie Donais - *General Manager, WXCI, Western Conn State University*

Saturday 4:30 – 6:00 p.m.

**New Music Programming**

*Georgian Ballroom - Upstairs*

**Production Directors: A Professional Panel**

*Cornell/Dartmouth Room - (Ivy Suite) - Upstairs*

**Jazz Radio Networking**

*East Room - Ballroom Level - Upstairs*

**College Station Promotions & Publicity**

*West Room - Ballroom Level - Upstairs*

**FCC Questions and Answers**

*Washington Room - Mezzanine Level*

**Community College Station Workshop**

*Hartford Room - Mezzanine Level*

**Independent & Syndicated Programming:**

**What's Available**

*Boston Room - Mezzanine Level*

**High School Station Advisors Workshop**

*Buffalo Room - Mezzanine Level*

**4:30 to 6:00 p.m.**

**New Music Programming**

*Georgian Ballroom - Upstairs*

Stations at the convention represent a wide spectrum of formats. While some have a strong background in New Music, others are looking for help in expanding their formats in this area. We'll try to give you the necessary tools to go back to your station and make your New Music programming even stronger.

Mark Glaser - *Managing Editor, CMJ*

Scott Campbell - *Nebula Records - Music Host, WDTR, Detroit*

Ed Beeler - *Co-Music Director, WFSE-FM, Edinboro University of PA*

Jerry Rubino - *Rough Trade Records*

**4:30 to 6:00 p.m.**

**Production Directors: A Professional Panel**

*Cornell/Dartmouth Room - (Ivy Suite) - Upstairs*

Production Directors talk about their work and day-to-day responsibilities. They'll share editing ideas, music and voice selection, time management tips, tape techniques, production problems and trade secrets.

Sal D'Aleo - *Production Director, WNEW-FM, New York*

Bill Kates - *Production Director, WXRK (K-Rock), New York*

Alan R. Peterson - *Production/Creative Director, WLAD/WDAQ, Danbury, CT*

## *Saturday Afternoon continued*

**4:30 to 6:00 p.m.**

### **Jazz Radio Networking**

**East Room - Ballroom Level - Upstairs**

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New and exciting test models are being developed for establishing jazz-base radio cooperatives where stations share information and resources at regional levels. IBS stations are working together with NPR and NFCB stations, musicians, presenters and arts organizations in the New England area in the first test of this concept. Join us to learn how you can extend your service to the jazz community and develop your local jazz programming at the same time.

Chuck Obuchowski - Vice Pres, Connecticut Jazz Confederation; Jazz Producer, WHUS  
Steve Davis - Musician, formerly of Jazz Messengers  
Claudia Nostrand - Musician, WUSB - SUNY at Stony Brook, NY  
Moderator: John Murphy - GM, WHUS, Univ of Connecticut; IBS Board of Directors

**4:30 to 6:00 p.m.**

### **College Station Promotions and Publicity**

**West Room - Ballroom Level - Upstairs**

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This session includes commercial and noncommercial promotions, creative contesting, giveaways, station designs and logos, imaging, special events, public relations with the community and much more. Bring your problems and get some great ideas. Share your successes with others.

Diana Ades - Vice President, Special Events & Travel Mgmt, MTV Networks  
IBS Board of Directors

Dianne Snyder - Sales Coordinator, CMJ Magazine

Cindy DeLuca - Promotions Manager, WXCI, Western Connecticut State University

Don Lukenbill - Director of Public Information, American Red Cross, Suffolk County

Bill Shirk - Chief Announcer, WFSE-FM, Edinboro University of PA

**4:30 to 6:00 p.m.**

### **FCC Questions & Answers**

**Washington Room - Mezzanine Level**

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In this informal session, we'll try to answer your questions and explain some of the more commonly misunderstood areas of the FCC rules. Allen Myers has helped many school and college radio stations with FCC-related questions covering a broad range of areas.

Allen Myers - Senior Broadcast Analyst, FM Branch, Audio Services Div, FCC

Steven C. Schaffer - Attorney, Schwartz, Woods & Miller, Washington, DC

IBS Board of Directors

**4:30 to 6:00 p.m.**

**Community College Station Workshop**  
**Hartford Room - Mezzanine Level**

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Community college radio stations have a number of unique problems, not the least of which are more frequent turnover of staff, and the fact that many students work at full or part-time jobs and have little time for station involvement. In this session, we invite those from community college stations to share their special problems and explore some solutions.

Chuck Platt - *Faculty Advisor, WGCC, Genessee Community College, Batavia, NY*  
Steve Castallano - *General Mgr., WKRB, Kingsborough Community College*

**4:30 to 6:00 p.m.**

**Independent & Syndicated Programming: What's Available**  
**Boston Room - Mezzanine Level**

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There is a large number of great programs being produced by independents and small syndicators available at low or no cost. They can help relate national issues to local perspectives and vice versa. Interconnection of college radio stations becomes an imperative for gaining access. Find out more about what's out there, from entertainment to information, long form to short form that can complement your local schedule.

Stuart Hutchinson - *President/Executive Producer, Ram's Horn Productions*  
Allan Wolper - *Dir of Journalism, Rutgers Univ/Newark;*  
*Producer/Host, "Right to Know"*

*Moderator:*

Karin Lee Norton, MSW - *Public Affairs Director, WHUS, University of Connecticut*

**4:30 to 6:00 p.m.**

**High School Station Advisors Workshop**  
**Buffalo Room - Mezzanine Level**

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A session for both new and experienced advisors. Our chance to discuss problems and look for solutions. This is an opportunity to tell of our successes and help overcome our shortcomings.

Jack DeMasi - *Faculty Advisor - WKWZ-FM, Syosset High School, Syosset, NY*

**6:00 p.m. into the night ...**

**Informal Meeting Rooms**

Get together to talk on your own, using these rooms as a meeting place:

Program Directors	Cornell/Dartmouth Room (Ivy Suite) Upstairs
Music Directors	Brown Room (Ivy Suite) Upstairs
Station Managers	Washington Room - Mezzanine Level
Promotions Directors	Hartford Room - Mezzanine Level
Station Professionals	Boston Room - Mezzanine Level
News & Sports	Buffalo Room - Mezzanine Level
Engineering & Technical	St. Louis Room - Mezzanine Level

## Saturday Night ... On Your Own

New York is packed with places to go for all kinds of musical and personal tastes and interests. Look over the ads in the papers, not only the NY Times, Daily News and NY Post, but also the Village Voice, New York Magazine, etc. which you'll find at the local newstands.

**In the Hotel...** Later in the evening, once the exhibits are gone, the mezzanine area will be available as an "open house" area for those who want to gather and party (within reason). Maybe one or more of you will supply a boom box or two for music. Also, the rooms designated on page 27 of this program booklet will be open for informal gatherings of people interested in talking more about the topic areas indicated.

**Other Activities** are often planned at the last minute. Check the exhibit & registration area on the Mezzanine level. We'll also have any updated information posted on the IBS National Convention channel 8 on your hotel TV set. Tune-in for segments produced by school and college stations from throughout the country and all kinds of video put together by Thom O'hair.

## Sunday Morning - 10:00 a.m. - 12 Noon

**10:00 a.m. to 12 Noon**

**Convention Feedback**

*Washington Room - Mezzanine Level*

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This session gives us the chance to talk with you in a somewhat more relaxed setting. And it gives you a chance to voice your opinions, ideas and suggestions, what you liked and didn't like, what you'd like to see more of or less of, and any other thoughts that might help make next year's convention an even better one.

**12 Noon Convention Ends - Hotel Check-Out**

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## Exhibitors

The exhibit area is located on the Mezzanine level, one floor above the main lobby, adjacent to our Convention Registration desk. Just take the escalators up from the main lobby and you're there. Exhibits will be open all day on both Friday and Saturday. In addition, you'll find representatives from a number of the exhibiting companies participating as speakers and panelists in sessions scheduled throughout the weekend.

These companies have demonstrated their interest in school and college radio by their attendance and participation at this convention. They welcome your interest in their products and services.

Among our exhibitors:

ATI - Audio Technologies, Inc.  
Cellcast, division of Tri-Tech, Inc.  
CMJ/New Music Report

Denon America, Inc.  
Fidelipac Corporation  
Nebula Records

LPB, Inc.

## *Thanks ...*

Putting together a convention of this size and scope takes an incredibly large effort on the part of a surprising number of people. And, probably like the staff at your station, most of our people serve on a voluntary basis, putting in long hours just because they believe in what they're doing. Frankly, it's their volunteer efforts that help us keep our registration fees as reasonable as they are. While we recognize that our kind of convention is directly dependent upon those who attend for its success, we thought you should know the names of those who put together this year's event:

### **Coordinators**

Music:	Greg Adamo
Management:	John Murphy
High School:	Jack DeMasi/Lauri Deutsch
Engineering:	Andy Moore/Tom Gibson
T-Shirts/City & Club Info:	Diana Ades / MTV Networks
News:	Jim Cameron
Programming/WIBS Radio:	Thom O'hair
Careers, etc:	Alexandra McCarty/Mike Teer
Production, etc.:	Elizabeth Chapman

### **Operational Staff**

Rick Askoff	Rebecca Masarof
Laura Bardel	Jay Rosen
Richard Beatty	Steven Schaffer
Dick Gelgaua	Mike Teer
Cathy Gibson	Chris Washington

IBS President  
Jeff Tellis

Chairman of the Board  
Norman Prusslin

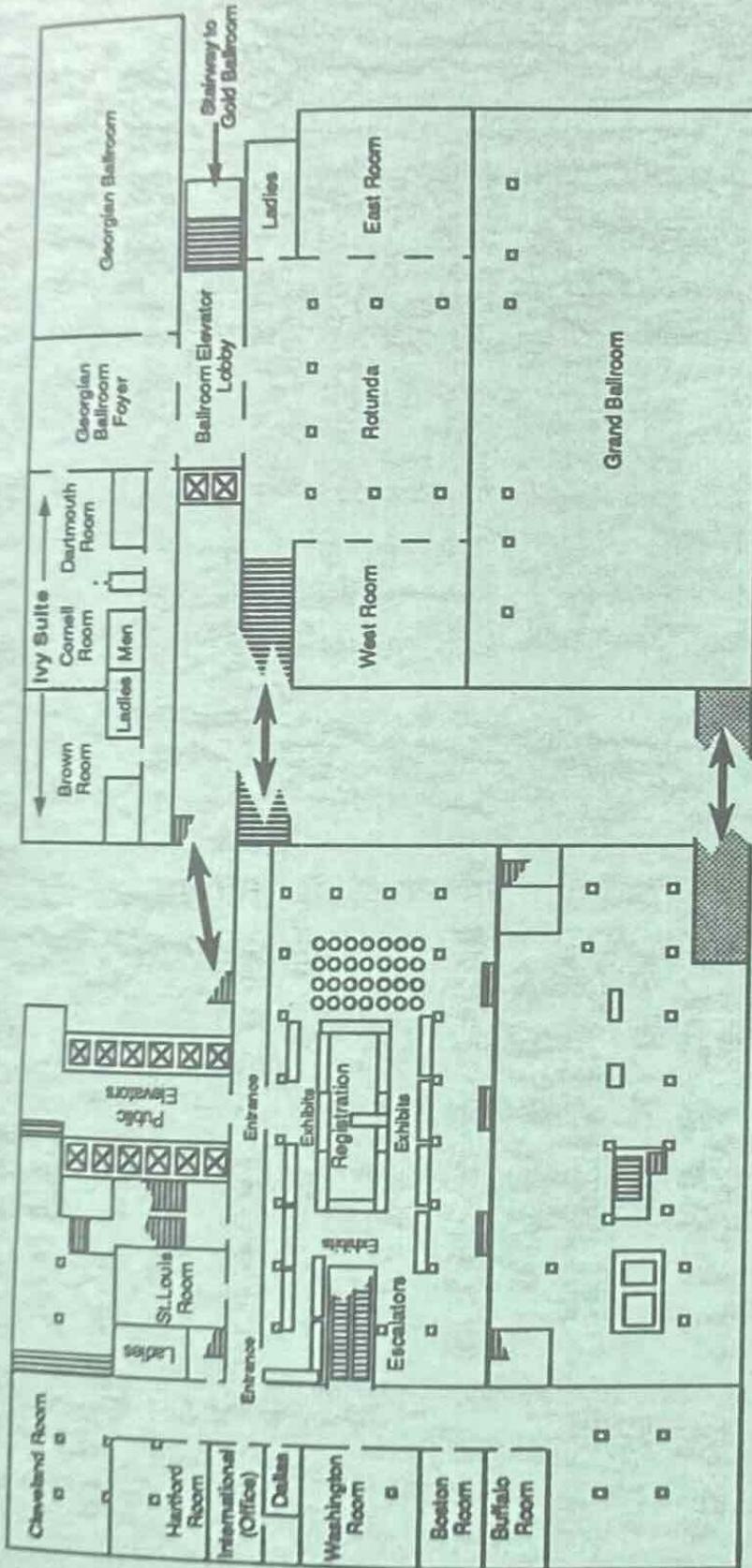
### **On-Site volunteer staffing provided by:**

WHLC - Lehman College , Bronx, NY  
WUSB - SUNY/StonyBrook  
WSIA - College of Staten Island

### **Special Thanks to:**

Allen Myers  
New York Convention & Visitors Bureau  
New York Penta Hotel  
MTV Networks  
Metropolitan Transportation Authority  
Spectradyne

... and to all of those who demonstrated their interest and support for school and college radio by participating as speakers, exhibitors and staff... and of course, to George Abraham and Dave Borst, who started it all.



## GRAND BALLROOM FLOOR

Meeting Rooms

**IBS** Intercollegiate  
Broadcasting  
System

1991 National Convention  
New York Penta Hotel